Amendments to the Claims

Please amend the claims as follows:

1. – 2. (Cancelled)

3.   (Previously presented)   The apparatus of claim 27, wherein the product identifier is comprised of an industry standard product identifier (ISPID).

4.   (Original) The apparatus of claim 3, wherein the industry standard product identifier is a multiple listing service (MLS) identifier.

5.   (Original) The apparatus of claim 3, wherein the industry standard product identifier is a vehicle identification number (VIN) identifier.

6.   (Original) The apparatus of claim 3, wherein the information server responds to requests for an information page comprised of the ISPID, whether the requested information page exists prior to the request or not.

7. – 9. (Cancelled)

10.   (Previously presented) The apparatus of claim 27, wherein the information server further includes a report function which periodically, automatically compiles and generates a marketing report based, at least in part, on the statistics.

11.   (Previously presented) The apparatus of claim 27, wherein the information server further includes a report function which on demand, automatically compiles and generates a marketing report based, at least in part, on the statistics.

12. – 22. (Cancelled)

23.   (Previously presented) The article of manufacture of claim 32, wherein the product identifier is comprised of an industry standard product identifier (ISPID).

24. – 25. (Cancelled)

26.   (Previously presented) The article of manufacture of claim 32, wherein the information server includes a report generation function which periodically and/or on demand automatically generates a report including the compiled statistical history.

27.   (Currently amended) An apparatus for the provisioning of information pages comprising:

a storage device having stored therein a plurality of executable instructions that implements an information server, when contacted by a client device using a uniform resource locator (URL) comprising a server name of the information server immediately followed by a separator immediately followed by a pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard, the information server interprets a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying ~~one of a plurality of a~~ marketing source~~s~~ ~~including as~~ an internet marketing source ~~and or~~ a non-internet marketing source, and in response, constructs and issues one or more queries including the product identifier to retrieve information corresponding to the identified product; dynamically generates instructions to create an associated information page for the identified product for provisioning to the client device, and maintains statistics for the marketing code~~s~~; and

at least one processor coupled to the storage device to execute the stored executable instructions.

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28.   (Previously presented) The apparatus of claim 27 wherein the storage device has additional executable instructions that provision the created information page to the client.

29. – 30. (Cancelled)

31. (Currently amended) An article of manufacture comprising:

     a recordable medium having recorded thereon a plurality of machine executable instructions implementing an information server having a plurality of functions for provisioning resource information pages, the functions including a function such that when contacted by a client device using a uniform resource locator (URL) comprising a server name of the information server immediately followed by a separator immediately followed by a pseudo resource identifier nominally identifying a resource of the information server in accordance with a URL standard, the information server is to interpret a first portion of the pseudo resource identifier as a product identifier identifying a product and a second portion of the pseudo resource identifier as a marketing code identifying ~~one of a plurality of~~a marketing source~~s including as~~ an internet marketing source ~~and~~or a non-internet marketing source, and, in response, to construct and issue one or more queries to retrieve information associated with the identified product; to dynamically generate instructions to create the associated information page for the identified product for provisioning to a client; and to maintain statistics for the marketing code~~s~~.

32.   (Previously presented) The article of manufacture of claim 31 further comprising a function to provision the created information page to the requesting client.

33.   (Previously presented) The article of manufacture of claim 23 wherein the information server responds to requests comprised of an ISPID for an information page whether the requested information page exists prior to the request or not.

34. (Cancelled)

35. (Currently amended) The method of claim ~~29~~27, wherein said constructing and issuing of the one or more queries further includes issuing a first query of the one or more queries to a local information resource, and, in the event that the local information resource does not include the requested information, issuing a second query of the one or more queries to a remote information resource.

36. (New)   The apparatus of claim 27, wherein the marketing code further identifies a type of media used to disseminate the URL.

37. (New)   The apparatus of claim 36, wherein the type of media is an internet medium, a television medium, a print medium, or a radio medium.

38. (New)   The apparatus of claim 37, wherein the print medium is a buyer's guide.

39. (New)   The apparatus of claim 36, wherein at least a portion of information presented in the associated information page is based at least in part on the type of media.